

MINUTES OF THE ECONOMIC VITALITY ADVISORY BOARD

APRIL 28, 2016

6:00 PM – Pinon Room, Community Center

CALL TO ORDER

Town Administrator Reitter called the first meeting of the Economic Vitality Advisory Board (EVAB) to order at 6:00 PM and thanked everyone for putting their hat in the ring. She explained the board was established a little over a year ago, but there was little interest for membership at that time. Reitter stated that the newly adopted Advisory Boards and Commissions Manual was transmitted with the agenda and she encouraged the members to read the document noting all Advisory Board members will attend a training in June.

ATTENDANCE AND INTRODUCTIONS

Board members present were Jay Boyd, Bryan Jordan, Matt Litvay, Gerrit McGowan, Gene McManamay, Liz Morgan, Lucas Smith and Marcus Trusty. Also in attendance were Town Administrator Brandy Reitter and Trustee Dave Volpe.

BUSINESS ITEMS

Introduction of Members

Board Members and guests were asked to introduce themselves stating who they are, how long they have lived in the community, and why each wants to be on the Board or what they want to see happen from being on the Board.

Town Administrator Brandy Reitter, has lived in the community for almost 3 years and is excited to see others' voices heard in the process in terms of broader town-wide economic development strategy. There are a lot of things going on around the community, but it is the light industrial areas and the highway that Town needs to pay attention to and possibly develop a strategy around them.

Member Bryan Jordan, owns internet work and web design company. Have lived in BV since 2003 but the company has been around for 21 years with 6 full-time employees and several contractors. He is vested in the community business and family wise. This is where he chose to be and wants to end up. He has done marketing and economic development for other communities and believes that he can help out his own community.

Member Matt Litvay, has lived in the community for almost 14 years. Is phasing himself out of a business he has been in for almost 10 years, has finance background, and served on Chaffee County EDC for 3 years. Kids are older now and he is trying to get back involved.

Member Gerrit McGowan, has lived in BV fulltime since 2013. Spent summers in BV since 1996 and has seen the Town change quite a bit over time. Background is in economic development and he spent 10 years after grad school as an economic development consultant before transitioning into tech. He owns a mobile app company and his interest in the Board comes from his background in local governance. He would like to see the Town start transitioning from being reactive in governance and decision making to something more proactive.

Town Trustee Dave Volpe, Boneshaker Cycles and BV Drug. Is the Trustee liaison and will be bringing communication back and forth between this group and Board of Trustees. Interest in serving on board

is that the Board has an opportunity to impact the direction of the Town in a collaborative fashion. He is excited to be in BV as it grows and changes and wants to have a positive impact.

Member Gene McManamay, has been in BV since 2000. Owns a local print shop and employs 5 people. Saw opportunity to contribute and be part of the community. Firmly believes you shouldn't gripe unless you want to be part of the process and he would love to offer anything he can in the way of positive direction.

Member Marcus Trusty, 3rd generation BV native and has lived in BV since 1980. He and his wife started Peak Fitness in 2007 building their facility in 2011. Has served on the Recreation Advisory Board for 4 years. One reason for serving is that his business is not a Main Street business. Is trying to bring some representation from a different business style since they don't rely on tourism.

Member Jay Boyd, is CPA and moved back to BV 3 years ago but has lived here off and on all his life. Grandmother built building where Jan's Restaurant is and he worked there during the summers. His reason for doing this is BV is on the cusp of becoming something it hasn't been that he thought it always could be and he joined to be part of that process and to be proactive in thinking what we want as a community.

Member Liz Morgan, teaches yoga in Town and is about to become a Nutritional Therapy Practitioner. Is really interested in community health and wellness and has a background in law and policy sustainability. Has seen a lot of communities where she has lived destroy themselves with bad development and she would hate to see that happen in BV. Knows there are a lot of people who are enthusiastic about the community get mired in the negative conversations and she wants to be part of the conversation and help create a more positive way of figuring out the many things that need to be in order to support the Trustees who need some more thoughtful input to help make decisions.

Guest Ashley Ahlne, grew up in small towns and Colorado and grew up visiting BV and has been in the area for over a decade. Recent college graduate and new business owner. Is on the low end of the economic pool and wants to ensure she has a place to grown in to or has a house.

Lucas Smith, part owner of BV Drug. Grew up in Colorado and Colorado Springs, did undergrad in Gunnison and likes the small mountain towns. Wants to get involved because he feels that at the pharmacy he gets a lot of community input and can help provide that to the committee and Trustees.

Roles & Responsibilities

Reitter welcomed everyone. She reviewed the advisory board makeup noting a quorum is at least 4 people so the timing and schedule that is put together will be key to the board's success. She informed the group that advisory boards are advisory only, but their recommendations do carry a lot of weight for the Trustees who make the final decision. Every now and then they may be asked to make presentations to the Trustees, especially at budget time. Reitter stressed that Advisory Board members are representatives of Town and should represent it in a positive manner bringing issues to the group for resolution. Staff really wants to hear from the group and grass roots efforts work well. There will always be a Staff person present to facilitate meetings, but boards can decide to facilitate the administrative process if they desire. Agendas will be sent out and posted as per law. Every advisory board has a Chair, Vice-Chair and possibly a Secretary. Appointment of these positions is up to the group. The Chair will coordinate with Town Hall, open the meeting and call it to order and facilitate the rest of the agenda items. Reitter also noted that there may be Staff Reports related to specific matters

as updates to the group and other Town Staff may attend and are encouraged to participate. Approved minutes will go to the Board of Trustees so they are kept informed of what is going on with the group.

Reitter opened the floor to discussion about Officers and roles. The group agreed to wait to decide these until the next meeting.

Reitter informed the group they can vote on recommendations noting the Trustees and Staff like to see this. Reitter then addressed how the Board of Trustees looks at and uses advisory board recommendations stating that just because the members recommend something, it does not mean the Trustees will accept or follow that recommendation. Volpe stated he would bring discussion to the Trustees that this board talks about. Personally, he will be an advocate, but his role as Trustee is not to advocate for the group's decisions. He will listen more than participate and report back to the Trustees.

Reitter encouraged the members to participate and engage to be productive and help Town Staff who often have limitations. Agenda formation was discussed with Reitter clarifying that the board will collaborate with Staff on topics. Overlap and interaction with other boards and groups was also discussed with Reitter stating a representative from one board may attend another board or group meeting for synergy. When asked about the formality of their participation and discussion regarding developments and projects, Reitter stated the EVAB role is not a formal one like Planning and Zoning, but they can weigh in on some topics. Volpe agreed their input would be requested if at all possible unless a decision was immediately necessary by the Trustees. He requested the group monitor Trustee agendas to see if there were items they would need to attend for, but he would certainly come back to this group to report what was discussed.

Reitter did clarify this board's title is the Economic Vitality Advisory Board. She added that the Town code would be corrected.

Initial Process (Mission and Work Plan)

Reitter informed the group that all advisory boards should have a mission and goals. Once the mission and goals are established then a work plan can be developed.

Budget Process

Reitter explained that the Town's budget process is standard and starts June and August. This group does not have a budget right now, but should work toward getting things set up as necessary so if there is something the group wants to do in 2017 the request can be made to the Trustees. Reitter felt there should be an Economic Vitality or Master Plan for the group so they know exactly what they want to accomplish. Once a plan is developed it can be presented to the Trustees, which would be in November. McGowan stated that economic development boards do not generally try to fund specific projects, but rather their role at this level is to create an enabling environment for business and they will find more policy outputs than tangible projects. The most common funded project for this type of board is a community-wide economic development strategy which stabilizes and formalizes this entity. Reitter agreed and felt the group would look at incentives as part of the strategy for attracting desired investments in the community. It was clarified that economic development can be just as much about retention and expansion of existing businesses as it is about attracting starter businesses. Reitter added that it is also about workforce development and housing and it is not a one size fits all strategy.

There was discussion relative to grants available and what the monies would cover. DOLA's Rural Economic Development Initiative grant was discussed. The application deadline is May 31. Reitter and

Assistant to the Town Administrator Emily Katsimpalis write grants for the Town. If an award is made, a scope of work would be developed and then RFPs/RFQs would be solicited. Those would be screened and a vendor would be selected from the applicants with the Board of Trustees finalizing any contract. This group will provide assistance throughout the process.

Establishment of Regular Meeting Schedule

Reitter stated that the group could choose when to meet, but the minimum is once a month. The group agreed to meet at 7:00 AM on the 3rd Tuesday of each month with the next meeting being May 17. Reitter will let the group know the selected meeting location when the agenda is distributed.

BOARD / STAFF INTERACTION

A. Town Administrator – Brandy Reitter

Reitter noted Officers would be selected and the group will start talking about initial process items and continue the economic development strategy discussion. McGowan volunteered to facilitate a mission and objective setting session. Reitter asked if the group wanted to help with the current Town Broadband study. There were a couple members who expressed interested and the entire group felt it was important for the group to have the information.

Reitter informed the group they would be reviewing the Board of Trustees' policy statements in order to be aware of the Board's goals and objectives. She inquired what things the members wanted to see on the next agenda. The grant was suggested as a topic as well as getting the group up to speed on projects around Town. The upcoming Madison House concert was briefly discussed along with its importance to and possible impacts on the community. The concert is scheduled to occur for 10 years and this group should be working with local businesses to gather data to assess both positive and negative impacts.

Reitter clarified that the next agenda would include town projects and upcoming events, a mission statement, the grant review and the Broadband study. It was suggested that a member of the Main Street group should be invited to attend and give a presentation. The group generally agreed and Reitter stated they could discuss a short list of groups they would like to invite to attend and make presentations at the next meeting. It was also suggested that the group members identify and select business sectors, industries and other groups to engage with. Reitter replied that does occur within the other Boards and Commissions and Trusty felt those will shape themselves as the Board develops and meetings continue

Reitter ended by announcing that the next agenda will include town projects, FYI, grant review, mission, broadband study, creating a list of groups/people to invite to meetings and selection of officers.

ADJOURNMENT

There being no further business before the Economic Vitality Board, the meeting was adjourned at 7:38PM.

Respectfully submitted:


Chair